EXHIBIT 67

REDACTED

MAO DECLARATION OPPOSITION TO SUMMARY JUDGMENT

Data Retention Usability Study Findings

Round 5 (final): go/retentionlab5

March 13, 2019

UXR: nzokaei, brendach (POC)
UXD: dgearity
UXW: jwoll
PM: davidmonsees
PMM: juliannen

Search Data Retention Controls

Search will launch data retention controls for I/O May 2019 closely following this blog post announcement.

This final pre-launch round of research evaluates the near final UX flow with the following goals:

1. Evaluate the overall usability in UX flow
2. Identify persistent points of confusion
3. Understand overall user reactions and impact on perceptions

We will be monitoring post launch reactions via in-person interviews, in-product HaTs surveys, and out of product Brand Pulse surveys.

See here for a summary of uxr that led to current product decisions.

Related studies:

[redacted]

Specify that they could tap on any of the three options
In the past when we tested usability we would pause on each page. But in this round we set up th much more natural. Tradeoff is that we didn't ask about every single thing

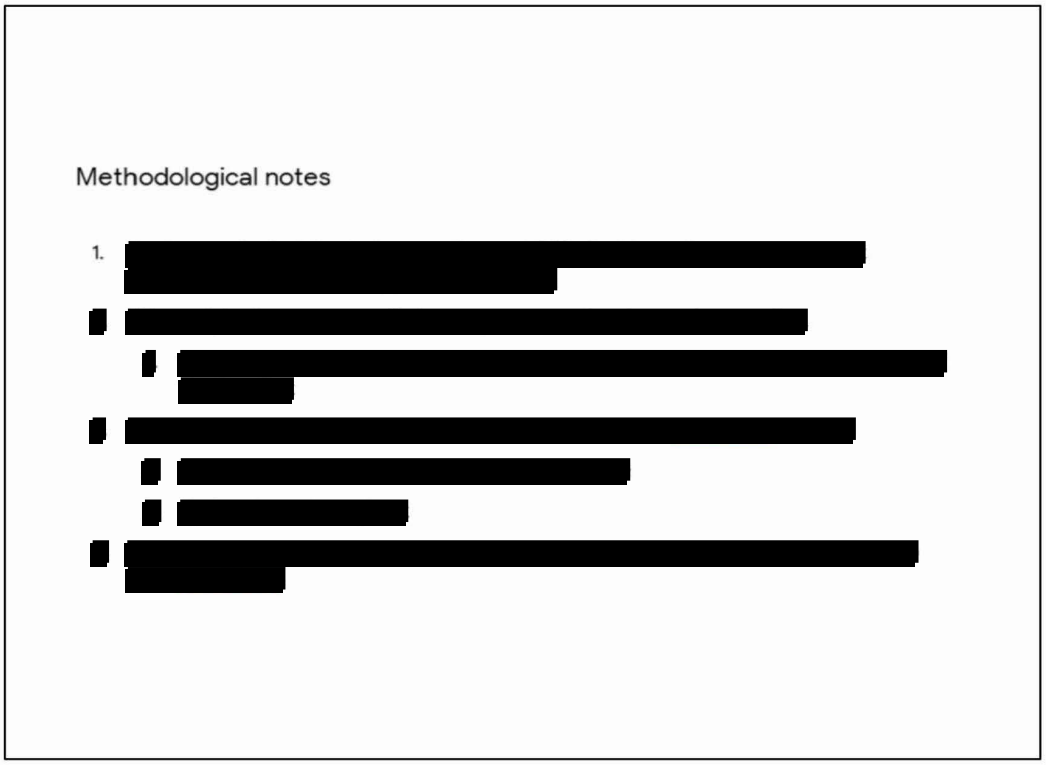
What we tested (Flow)

Most current UI flow:

Users understand the purpose of the retention controls and how to use them and having them has a net positive impact on their comfort with data storage and satisfaction with control.
Correct understanding of data retention
Clear UX flow
Positive impact on comfort and satisfaction
Uncertainty about what WAA means
Unawareness about MyActivity
Skeptical about deletion on Google's side
Friction with on/off control page

Section
Methods

Methods
For more detail, see study plan, study materials, raw notes, synthesized notes, and raw videos
Participants
Procedure

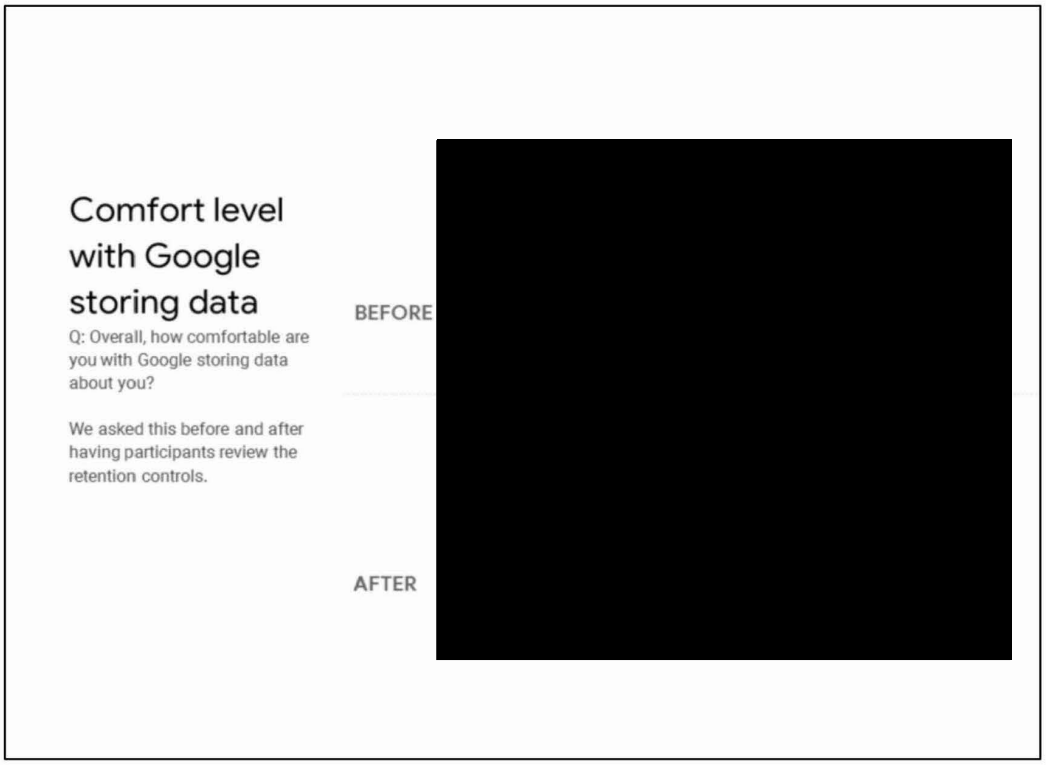


Few things to keep in mind

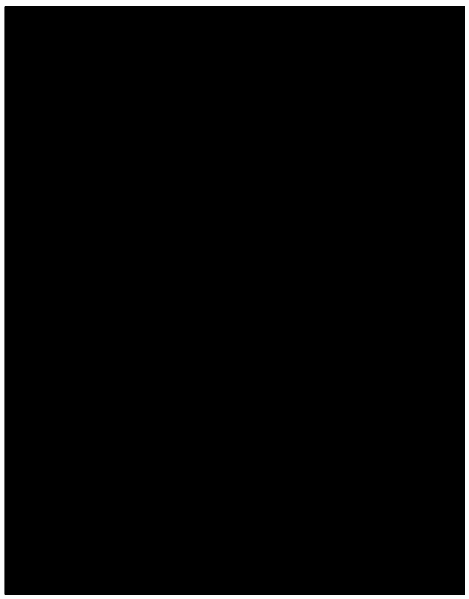
Participants

PID	Gender	Age	Occupation	Tech knowledge	Study Type	comfort with Google storing data
[redacted]						

Dive into the impact first and then go into the screen by screen insights

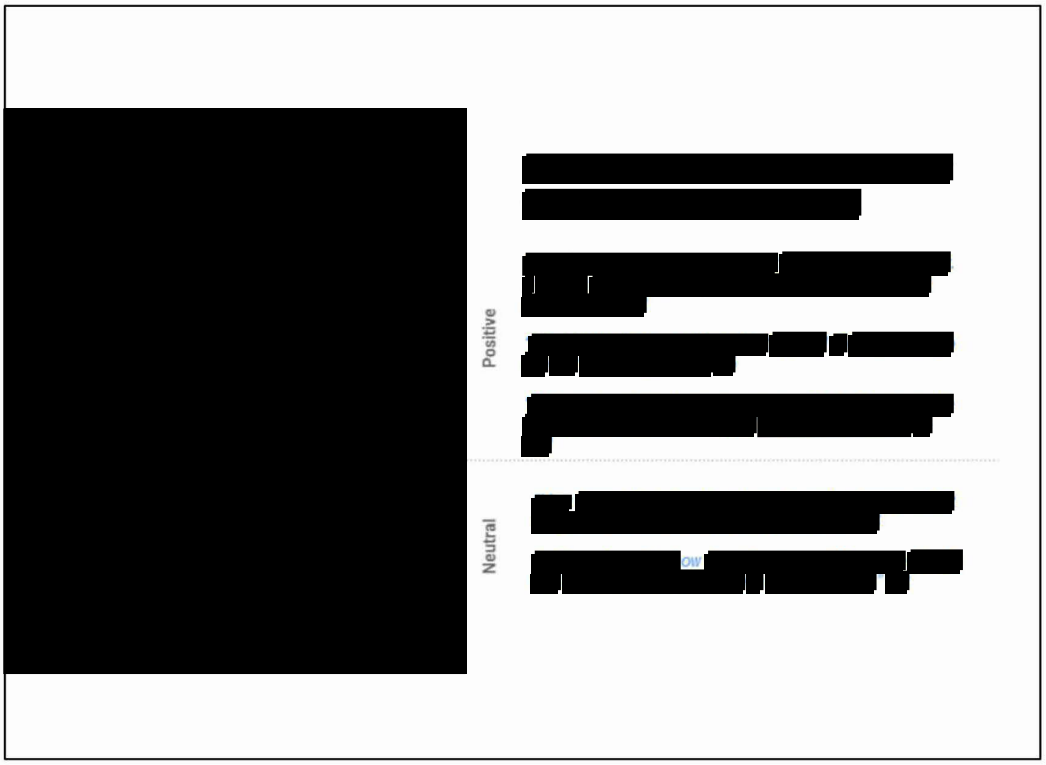


Heres what that looks like. Whats interesting is how each p's perception changed. A better way to look into the change the level of comfort for each participant is....



How much did retention controls impact comfort levels with data collection?

[redacted]



[redacted]

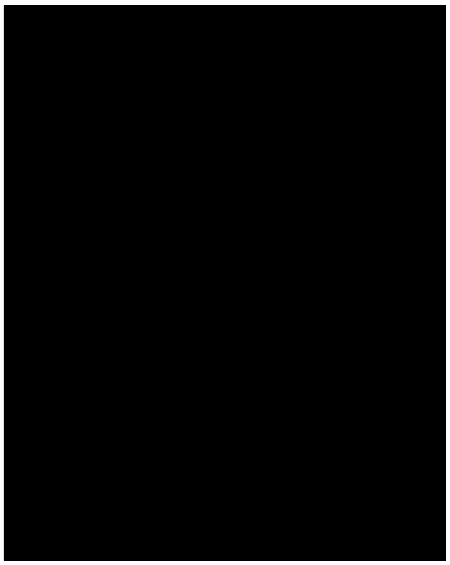
Satisfaction with control over data

Q: How satisfied are you with the current controls you have over your data?

We asked this before and after having participants review the retention controls.

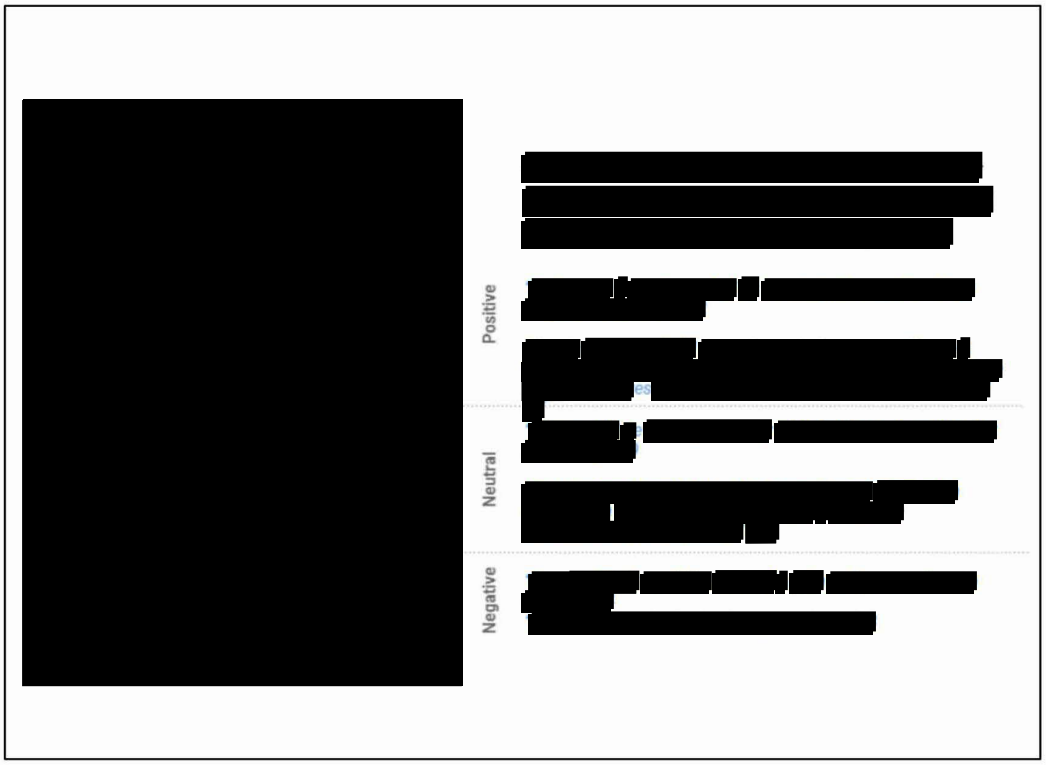
BEFORE

AFTER



How much did retention controls impact satisfaction with control over data?

[redacted]


Positive
Neutral
Negative

*

No bubble → results they wouldnt see noramlly

Usefulness of controls

Q: How useful is this feature?

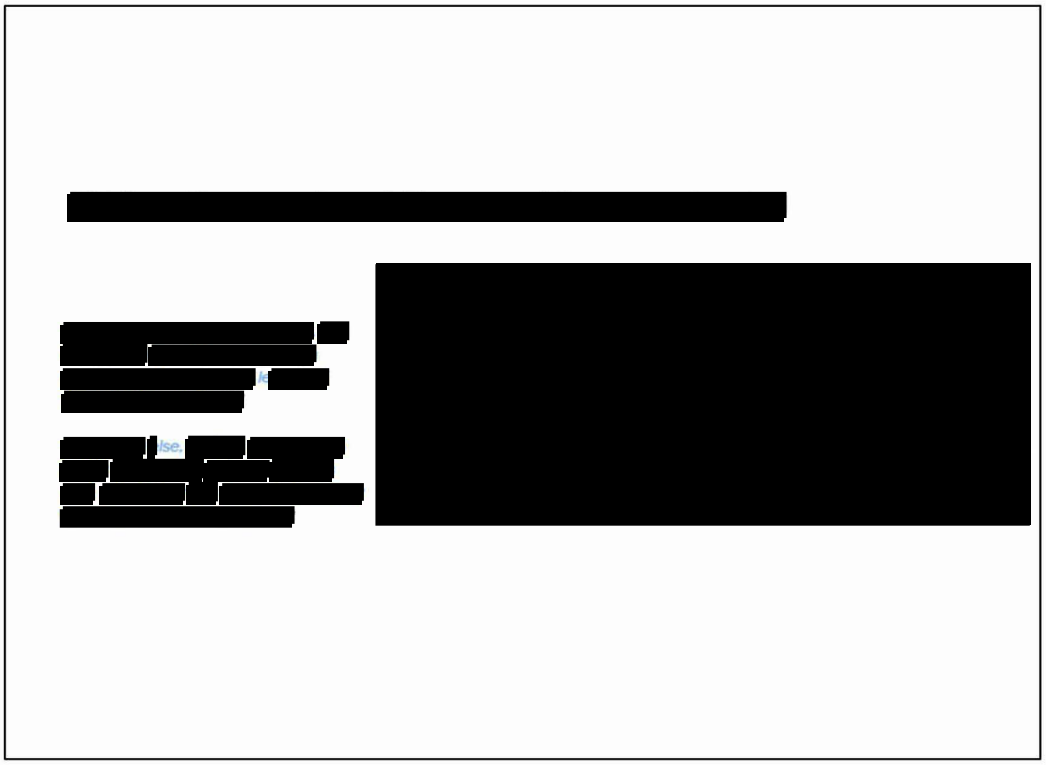
[redacted]

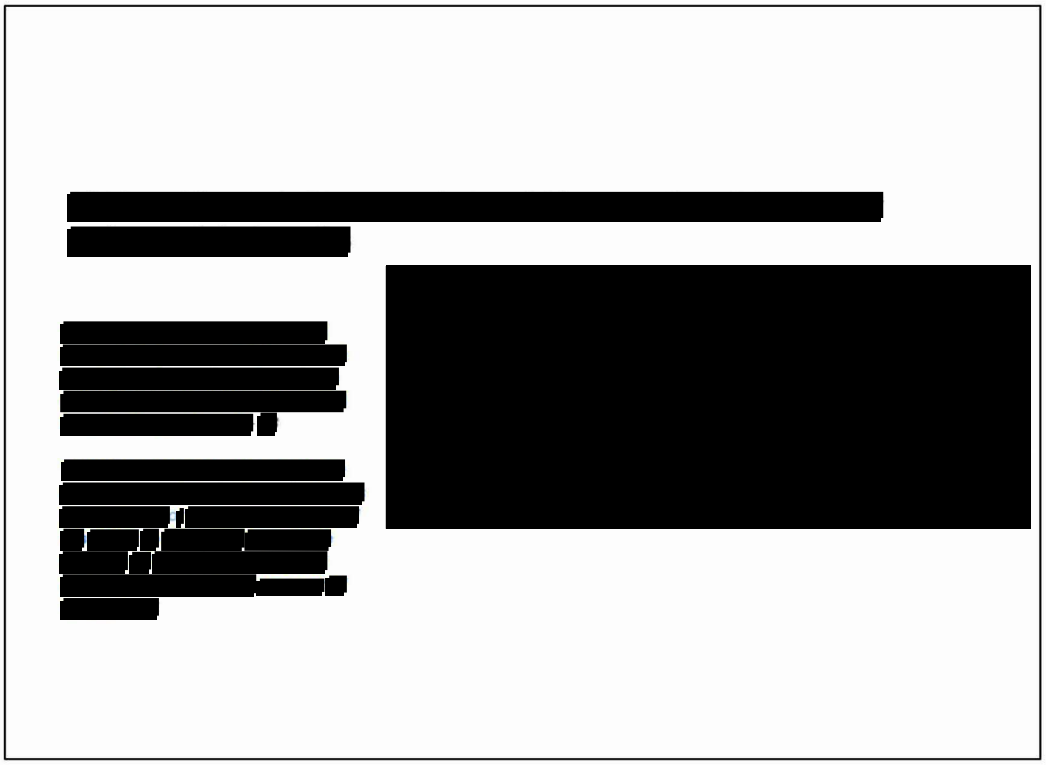
[redacted]

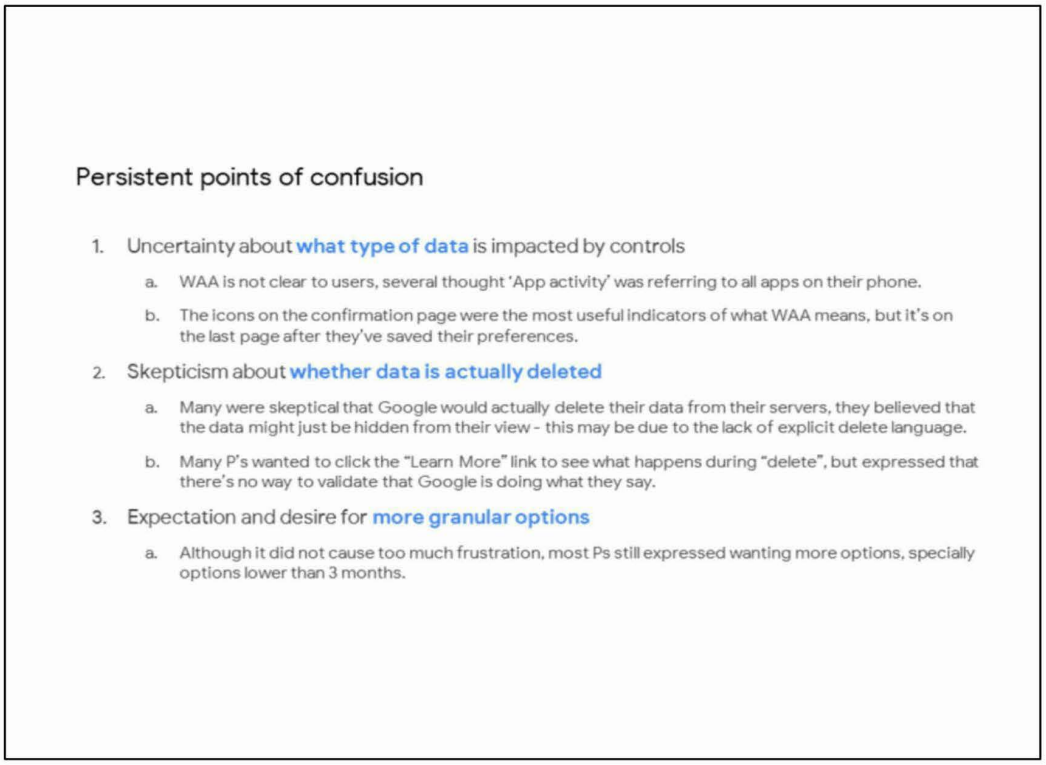
[redacted]

[redacted]

[redacted]

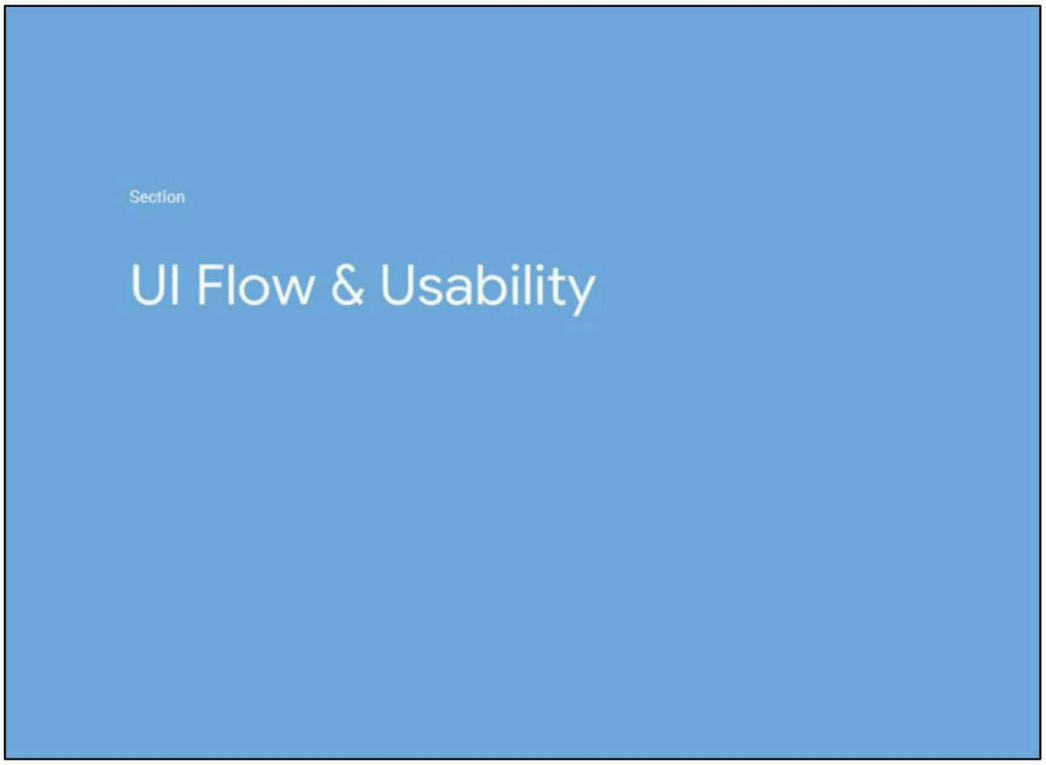






“you need to put it in the lnaguage that it's being deleted from your device. BUT whatever legal language, all Google entity hardware. it wasn't clear to me.”

change this to wanting more granularity of options. people didnt feel too strongly about it but many still expressed the desired for option less than three months and options between 3-18

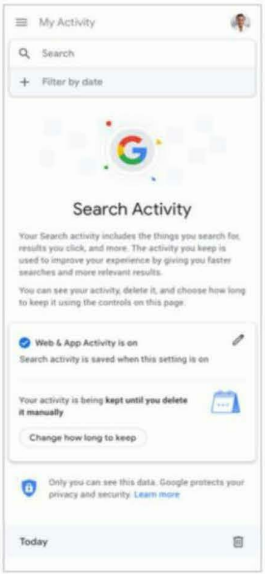


Here are a few summary slides but i will skip through this to a deep dive about each page

MyActivity Landing Page

What worked:

- **Retention controls noticable and understandable:** P's easily noticed the data retention controls on the page and mentioned wanting to tap on it.
- **Edit icon works:** P's understood that this icon would allow further edits such as turning WAA off.
- **Discoverability of other delete options:** P's also scrolled through the page and noticed and understood the other functionalities on the page such as search, filter and delete.



What could have been better:

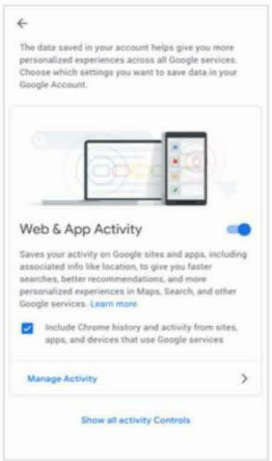
- **Inconsistent use of Search vs. WAA?** P's were not confident about what "activity" meant, but tended to gloss over it. The top paragraph discusses Search activity, with no mention of WAA until the retention controls.
- **It's not intuitive what 'Web & App' means:** P's don't know what WAA means. The mention of 'app' made some Ps concerned that data from all apps was being collected
- **Too much text:** Almost none of the P's read the top paragraph and scrolled past it.

"I want to click on change how long you how long to keep that button there. because I've never seen this before"P3

Edit WAA Page

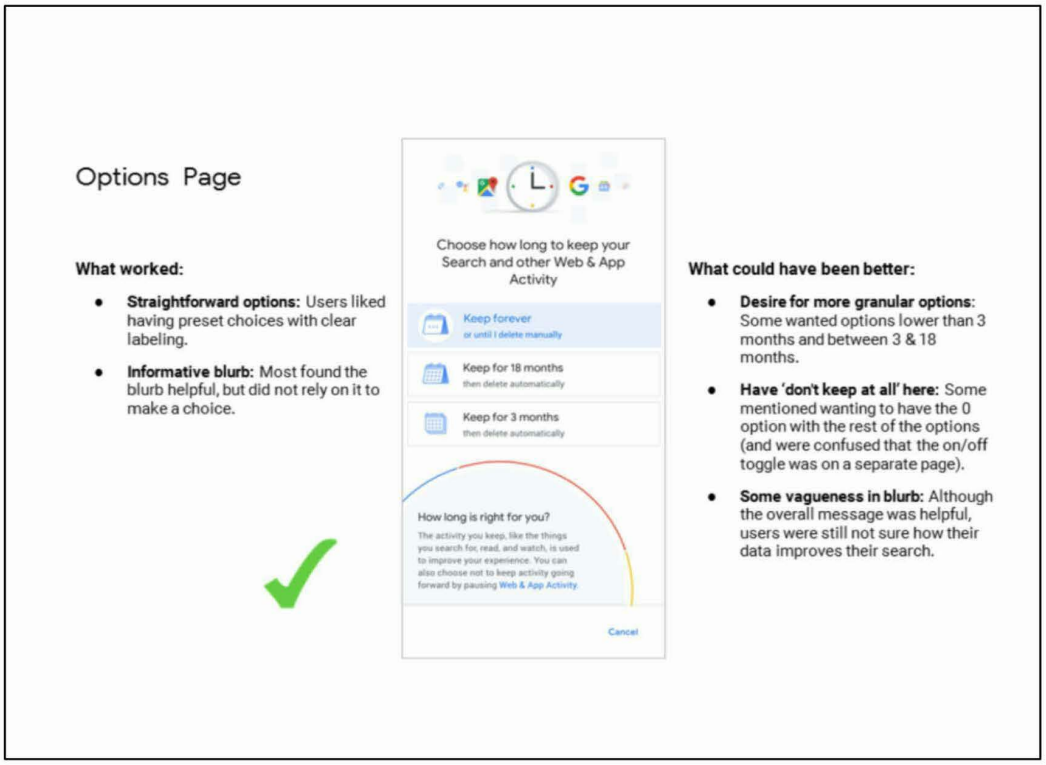
What worked:

- **Toggle clear indication of on/off** most users understood the toggle interaction pattern



What could have been better:

- **Too much text**: None of the Ps read the full text, and mostly relied on the toggle to understand this was an on/off switch. it
- **Unlabeled toggle**: it was not intuitive to all that WAA on/off is referring to it's storage.
- **Function of checkbox was confusing**: Ps were not sure what the purpose of the checkbox was and had to read text a few times to understand what is meant.
- **Unclear expectations:** Unclear what 'Manage Activity' and 'Show all activity control' would do



----------blurb
it explains why info is kept for long as it is. if youre searching for 'author', and this specifically says 'watched'. if it deletes keeping tracking watched videos, in 6 months, i might not remember that i watched a cat video.

i noticed but didnt read it.
yes, noticed (but didnt read)
im sure i did but i didnt read it

it's helpful. i like the fact that it explains why you're keeping the data for, what's the reason for. i like things to be cohesive, so if youre searching for one thing, another thing, it ties in together. for vacation (for exmaple), finding a place to eat, if you searched for it last minute, it's saved.

[helpful] maybe a little bit, not a lot. it lets me know exactly what info is being kept. i already knew.

i guess it's good to know. so they know the reason why it's being kept so it helps improve whta you search later on. can pause it or stop. it's very helpful.

it says you can also choose to NOT keep any activity. so youre not retaining any activity from now and moving forward. so it doesnt retain any. it's confusing to me. maybe it should say 'keep ever' or something like that.

i guess like freeze this moment in time. it doesnt answer the question at all. it just tells you, it says what it's doing, but how much / long the time frame you need for the data to store for it to

be relevant

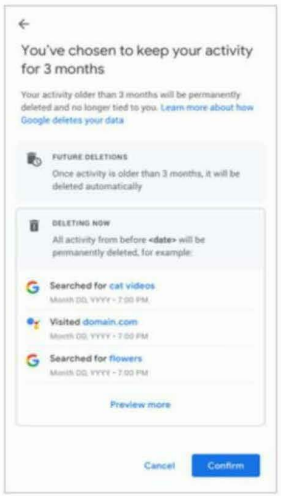
it gives you a TL;DR. pretty good bc it explains to you what you're actually doing. pretty straight to the point, no ambiguity.

somewhat helpful. i dont know that i wouldve known exactly what that meant if i wasnt on the web and app activity page where i can see you can turn it on and off.

Delete Preview Page

What worked:

- **Descriptive copy:** The subtext and 'future deletion' text helped Ps understand the rolling deletion
- **Helpful preview:** Ps liked being able to see what data would be deleted and 2 even wanted to preview more..
- **Curious to learn more:** Many Ps wanted to tap the 'Learn more' link to find out about how data is deleted.



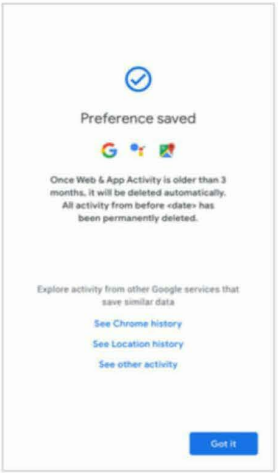
What could have been better:

- **Item level delete options:** Some P's wanted the ability to not delete certain types of past data (eg. delete all, except...)
- **'No longer tied to you' might be alarming:** 1 P felt negative about data collection after learning that data was being tied to him up until this point

Confirmation Page

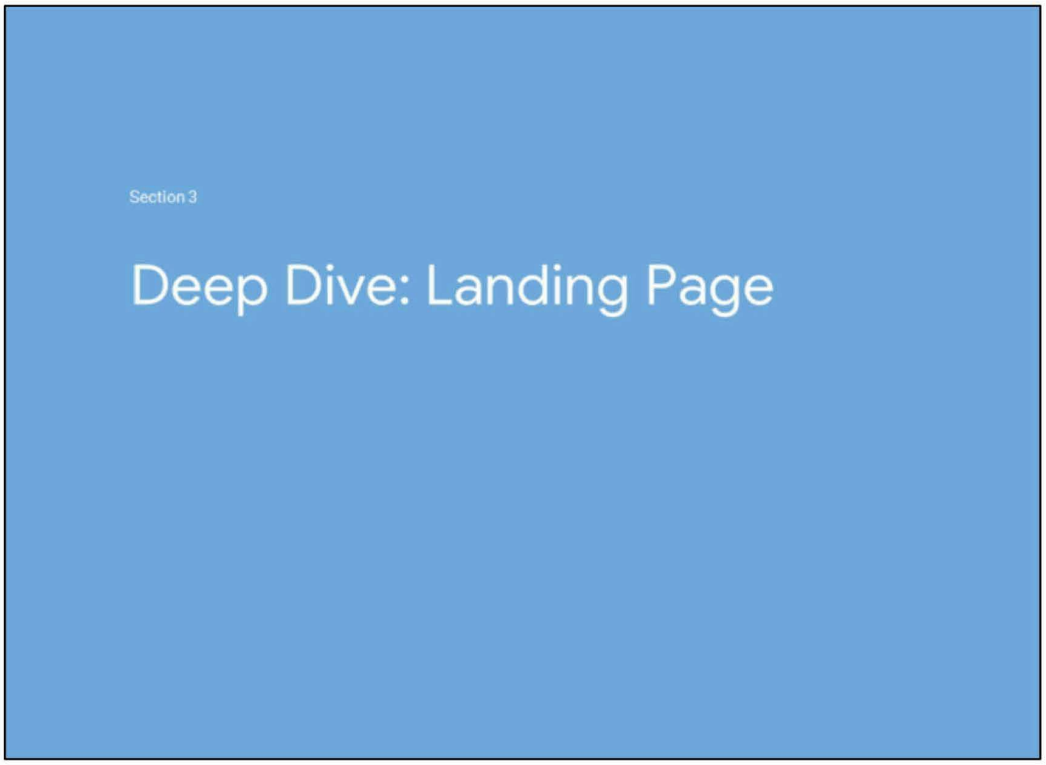
What worked:

- **Icons were good indication of data impacted**: Ps took icons to mean what data these controls act on. This is a helpful indicator but only appears at the end of the flow.



What could have been better:

- **Map icon and 'see location history' gave different indication of the type of data:** It was confusing to some Ps that Maps data would be included but 'location history' settings would be separate


Section 3
Deep Dive: Landing Page

MyActivity Landing Page

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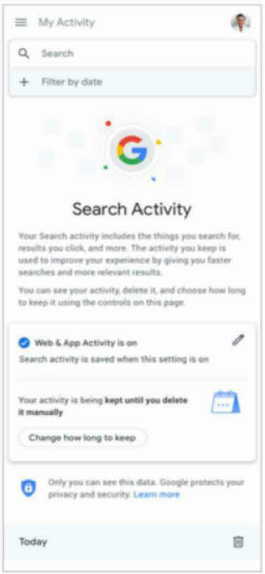

MyActivity Landing Page

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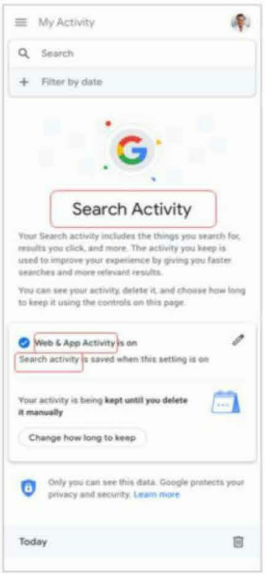

- [redacted]

MyActivity Landing Page

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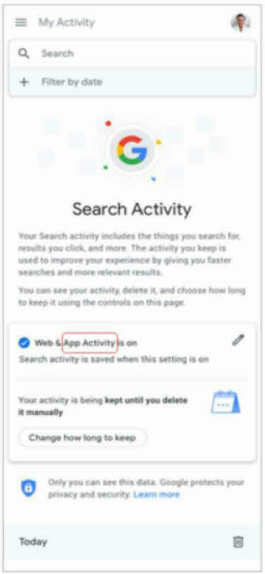

MyActivity Landing Page

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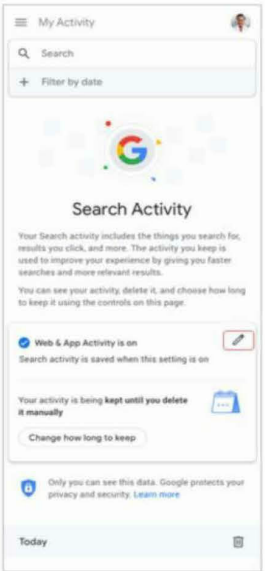

MyActivity Landing Page

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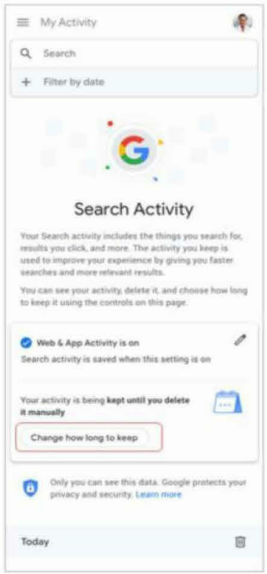

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MyActivity Landing Page

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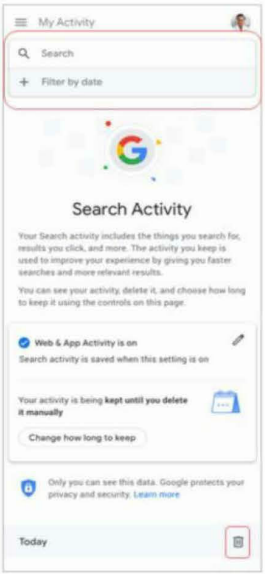
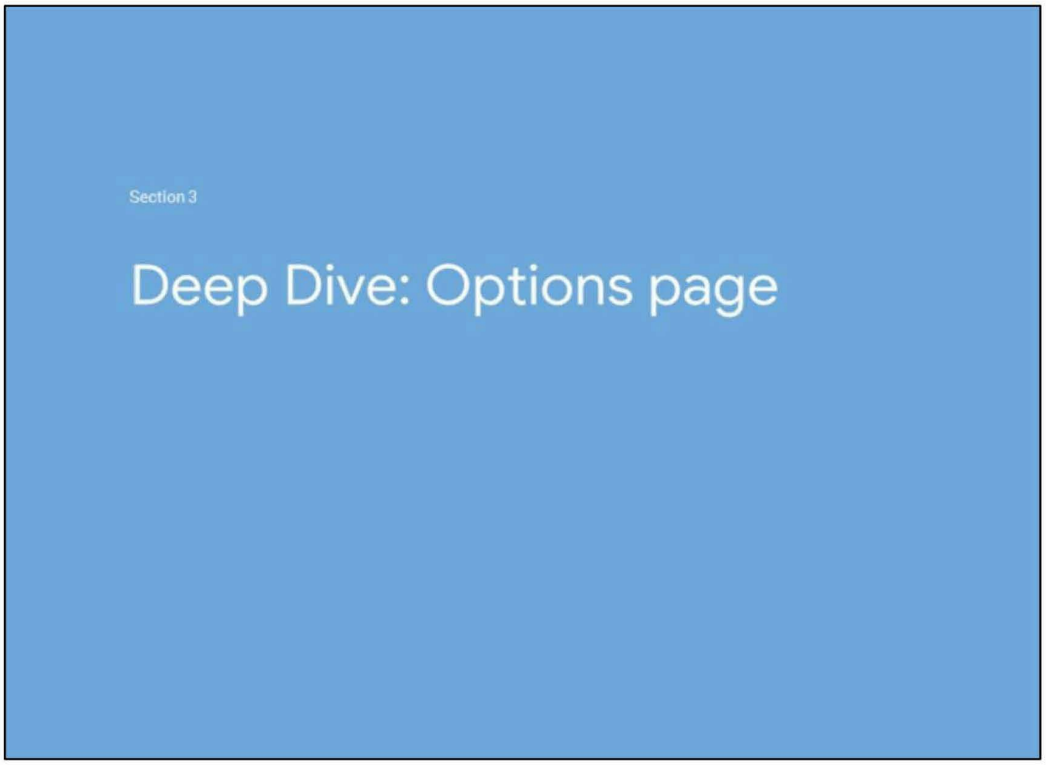


- [redacted]


Section 3
Deep Dive: Options page

Retention options page

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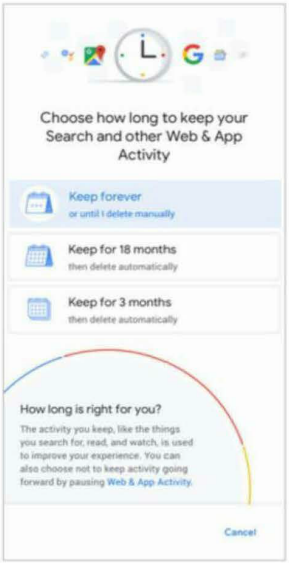

Retention options page

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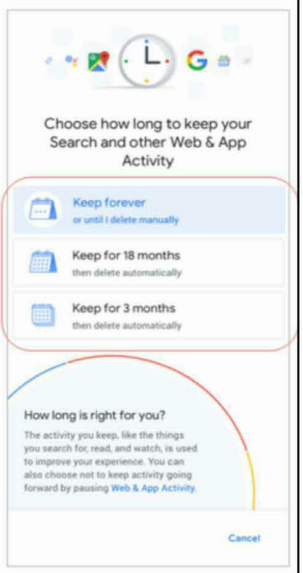

Retention options page

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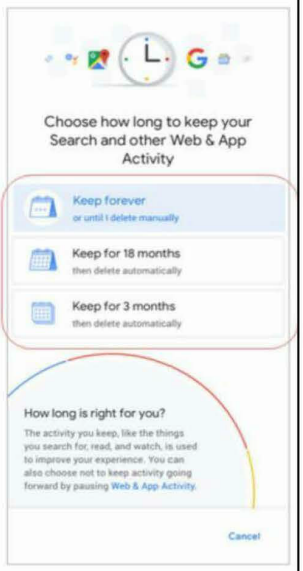

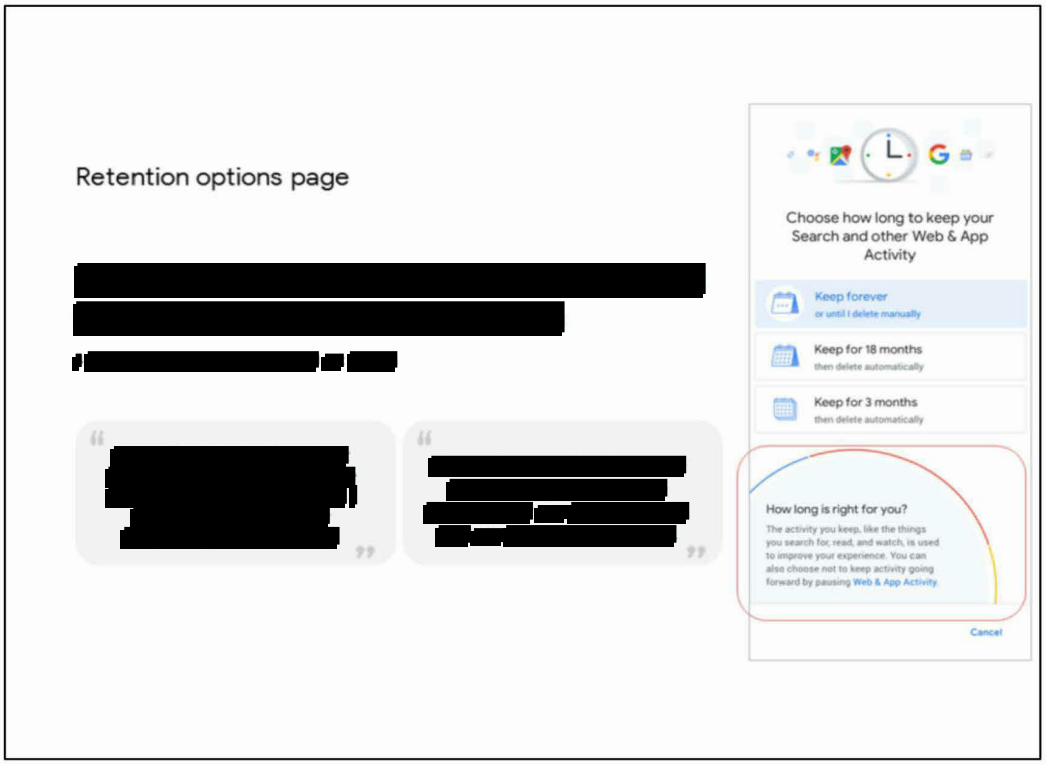

somewhat helpful. i dont know that i wouldve known exactly what that meant if i wasnt on the web and app activity page where i can see you can turn it on and off.

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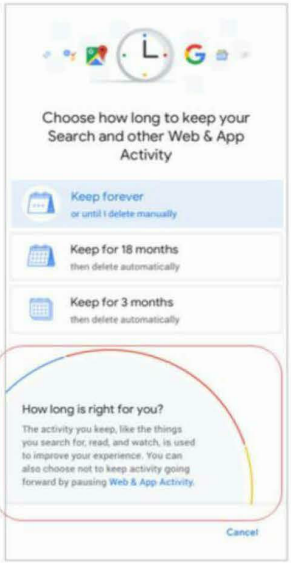
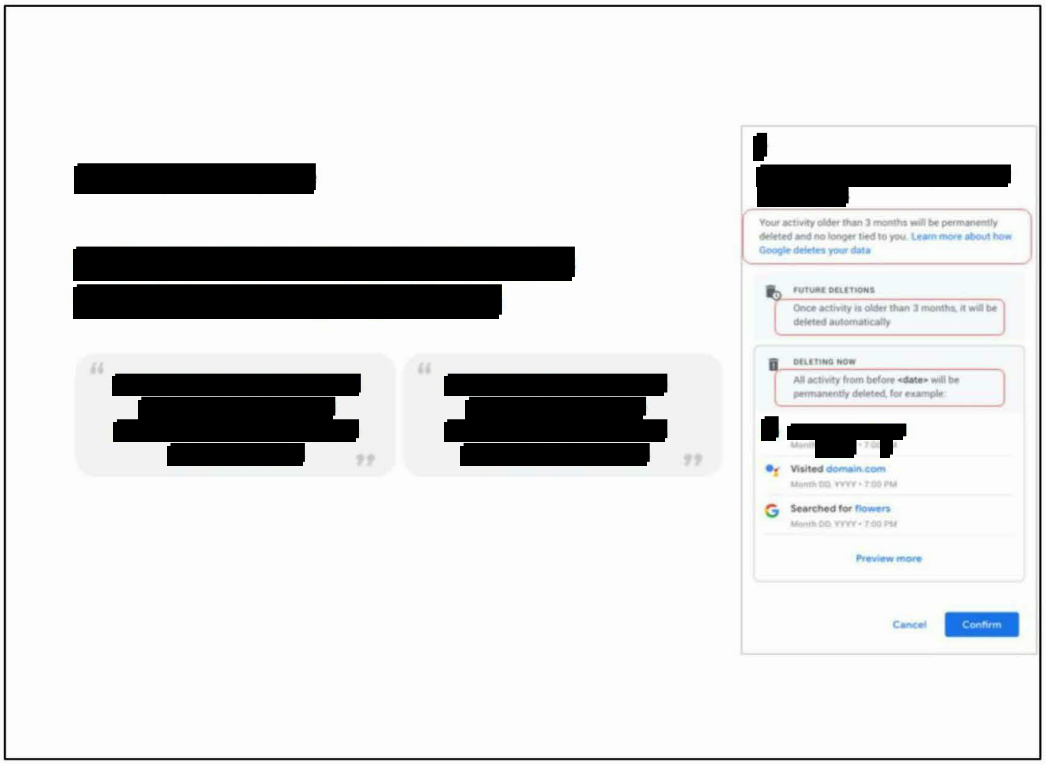
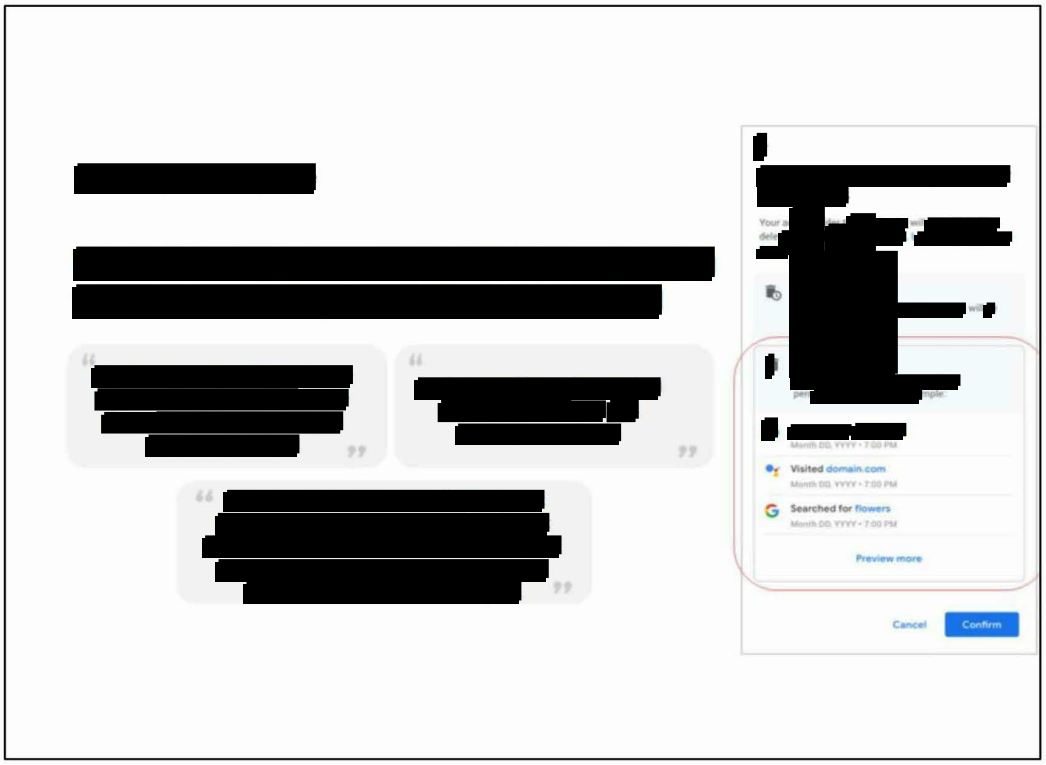
Retention options page

[redacted]



this this makes sense. I like the previews portion of it because it allows you to say, okay.I search for cat videos and I can search for cat videos again. I don't need to keep the search results if I want to search for cat videos again
The gap between 3 months and 18 months is too long, there should be something in the middle like 6 months or a year


Your activity older than 3 months will be permanently deleted and no longer tied to you. Learn more about how Google deletes your data
FUTURE DELETIONS
Once activity is older than 3 months, it will be deleted automatically
DELETING NOW
All activity from before <date> will be permanently deleted, for example:
Visited domain.com
Searched for flowers
Preview more
Cancel
Confirm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Cancel
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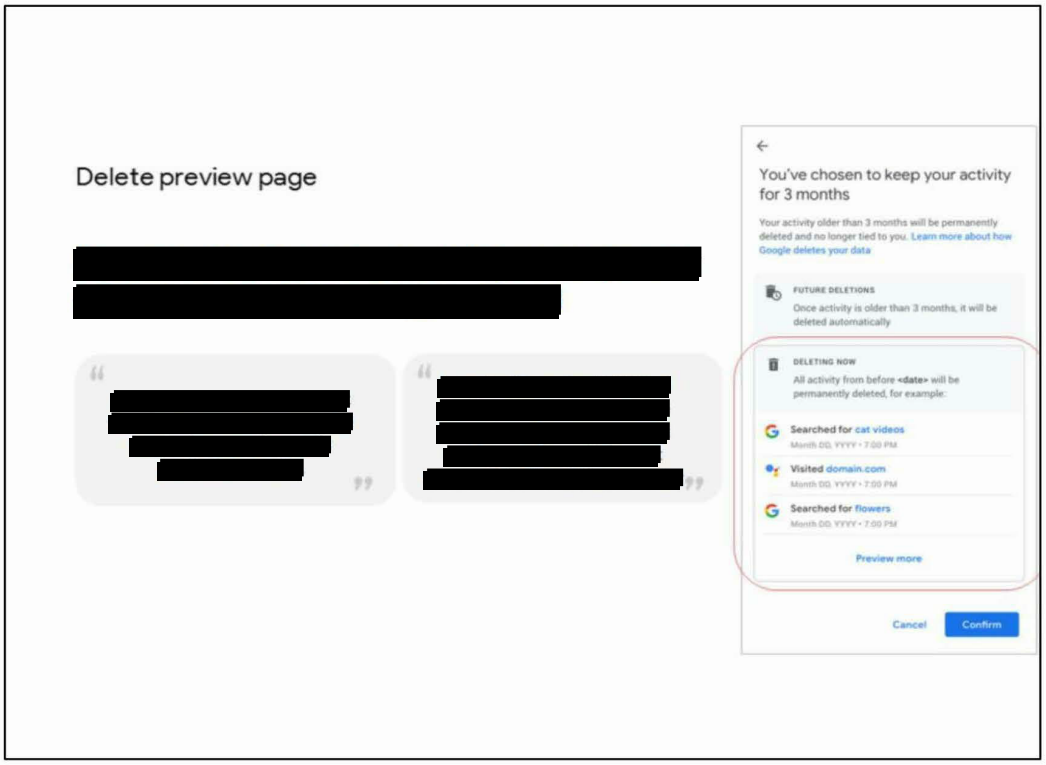
Delete preview page
[redacted]
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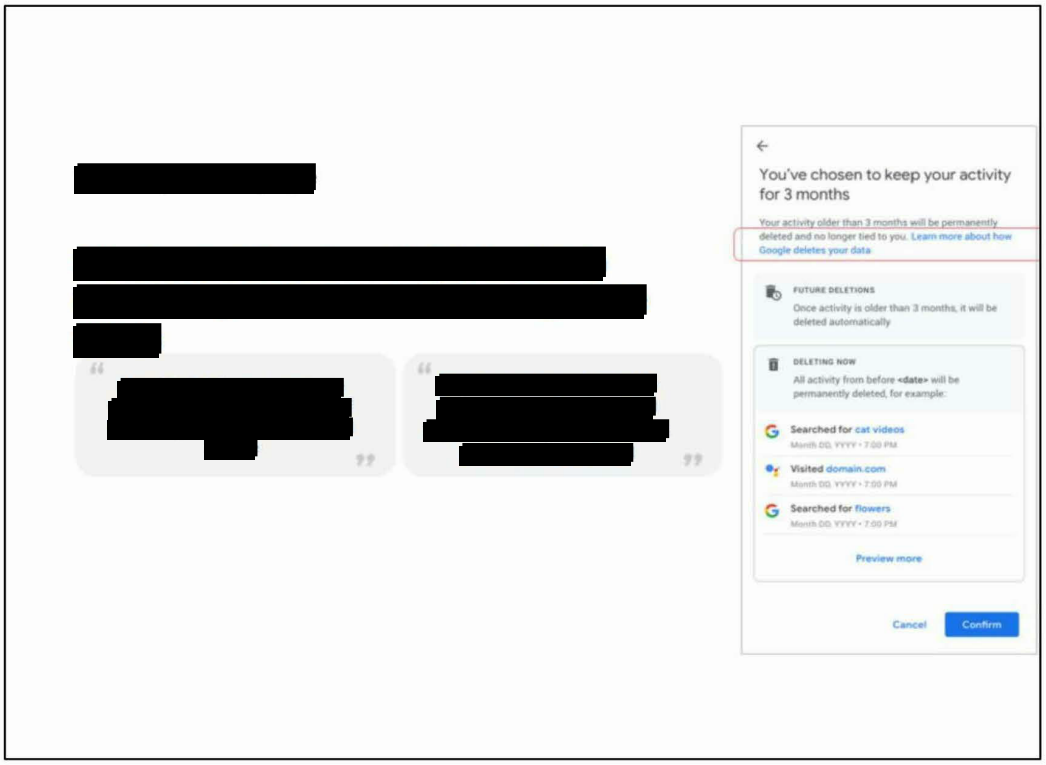
[redacted]
You've chosen to keep your activity for 3 months
Your activity older than 3 months will be permanently deleted and no longer tied to you. Learn more about how Google deletes your data
FUTURE DELETIONS
Once activity is older than 3 months, it will be deleted automatically
DELETING NOW
All activity from before <date> will be permanently deleted, for example:
Searched for cat videos
Month DD, YYYY • 7:00 PM
Visited domain.com
Month DD, YYYY • 7:00 PM
Searched for flowers
Month DD, YYYY • 7:00 PM
Preview more
Cancel
Confirm


You've chosen to keep your activity for 3 months
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DELETING NOW
All activity from before <date> will be permanently deleted, for example:
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Searched for flowers
Preview more
Cancel
Confirm

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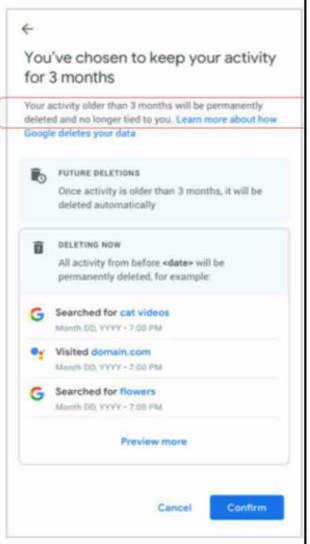
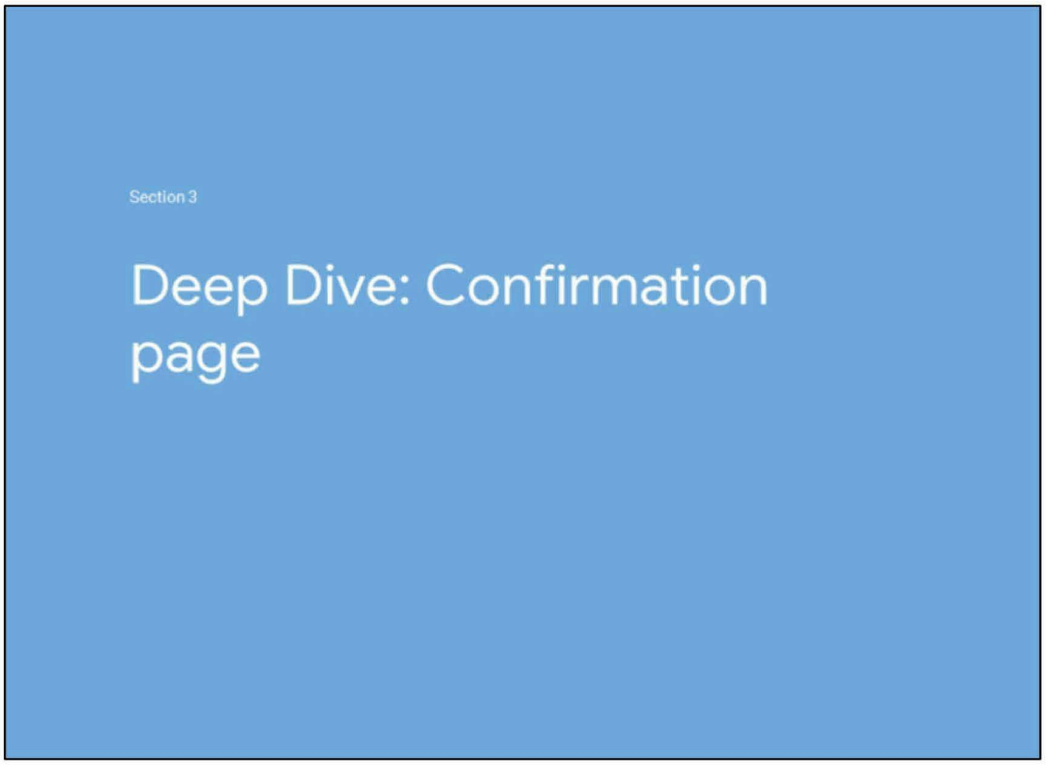
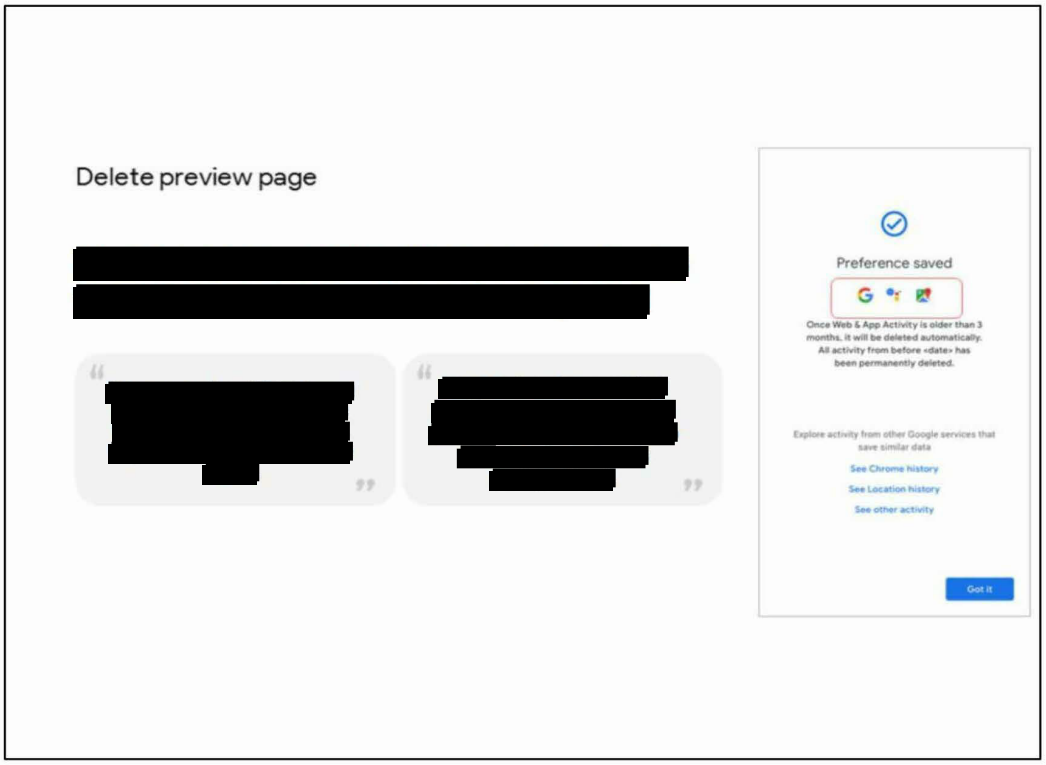



Section 3
Deep Dive: Confirmation page


Delete preview page
[redacted]
[redacted]
[redacted]
Preference saved
Once Web & App Activity is older than 3 months, it will be deleted automatically. All activity from before <date> has been permanently deleted.
Explore activity from other Google services that save similar data
See Chrome history
See Location history
See other activity
Got it

Delete preview page

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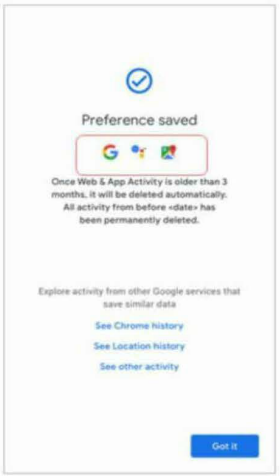

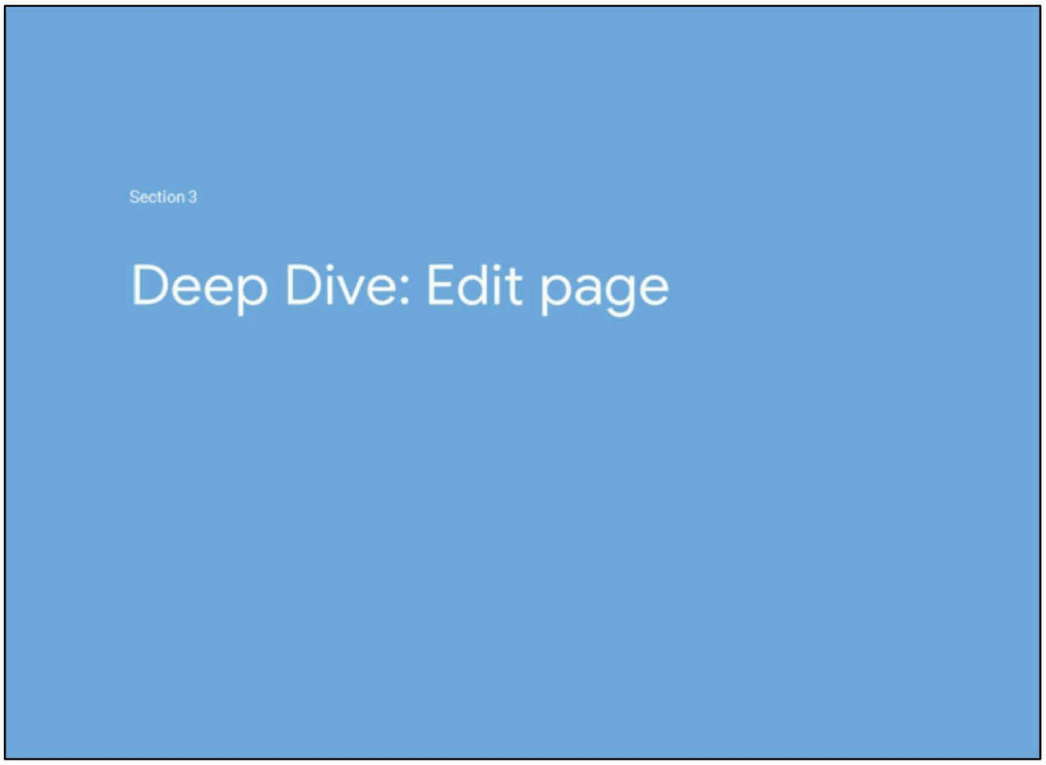
Section 3
Deep Dive: Edit page

Edit Page

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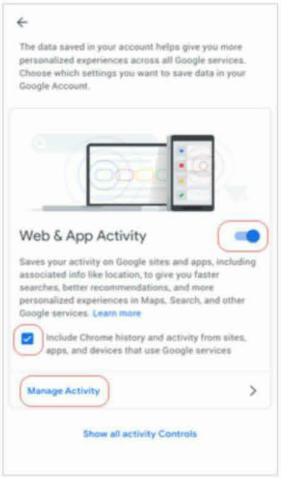

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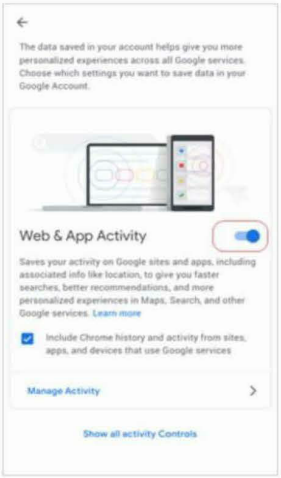

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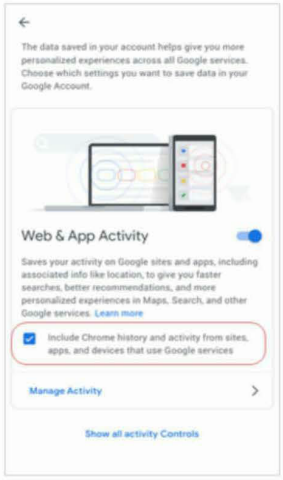

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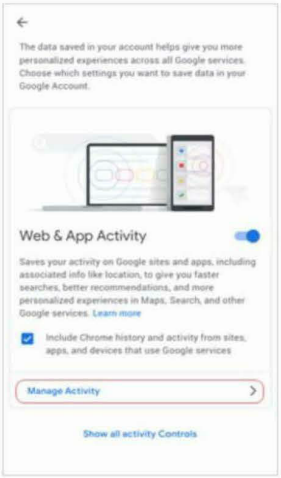
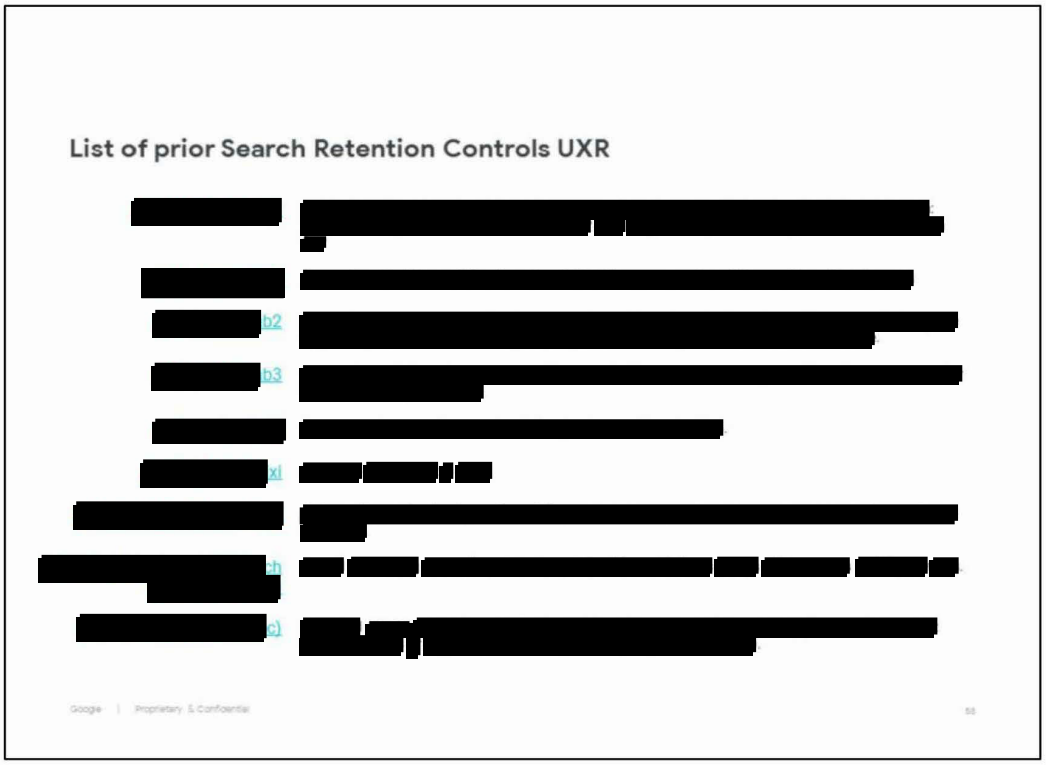


Granular toggle about types of activity

Exactly list of what data is being collected

High interaction with delete → bringing those up



There are many definitions of trust, but this one is used frequently within Google. It focuses on the concept of risk, which is particularly relevant for certain products (and I would argue becoming increasingly relevant!) This definition is adapted from academic literature in the organizational psychology domain (Mayer)

Depending on your needs, you may want to consider alternate definitions - e.g. some define trust as a "level of comfort," which does not imply that a user would perceive risks. If one uses the "comfort" definition, recent research claims that people can simultaneously trust and distrust (a form of ambivalence), suggesting that we should measure trust and distrust separately.

See: Lewicki et al., Trust and Distrust: New Relationships and Realities

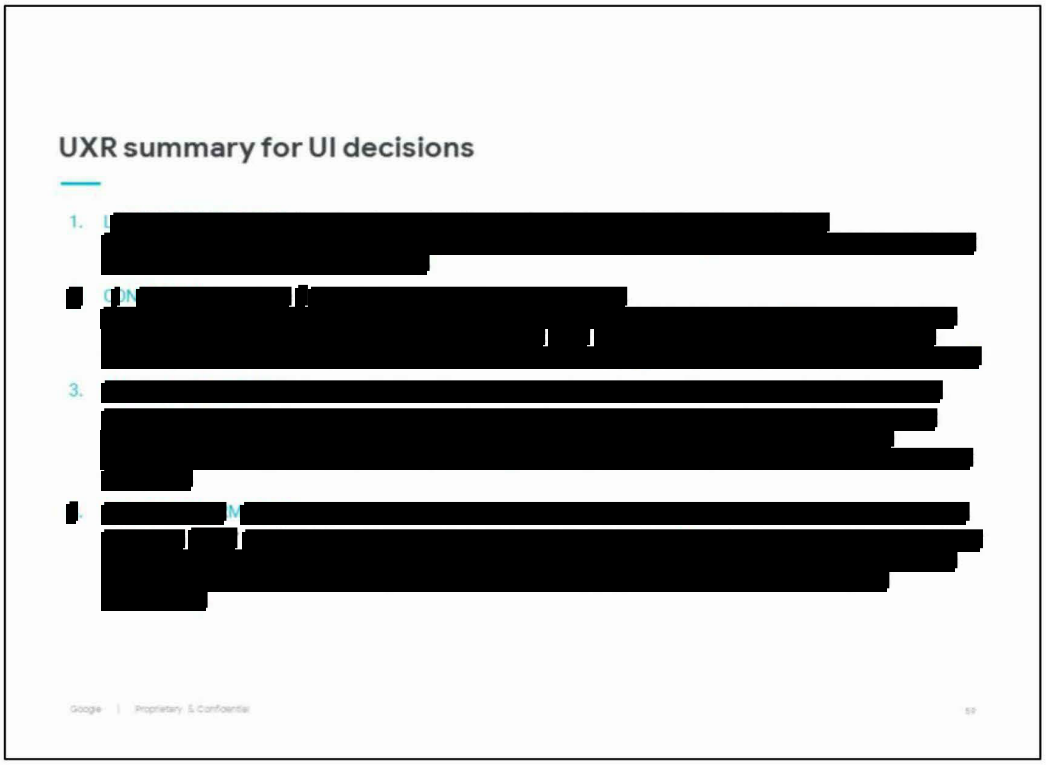
Related concepts that are not the same as trust:

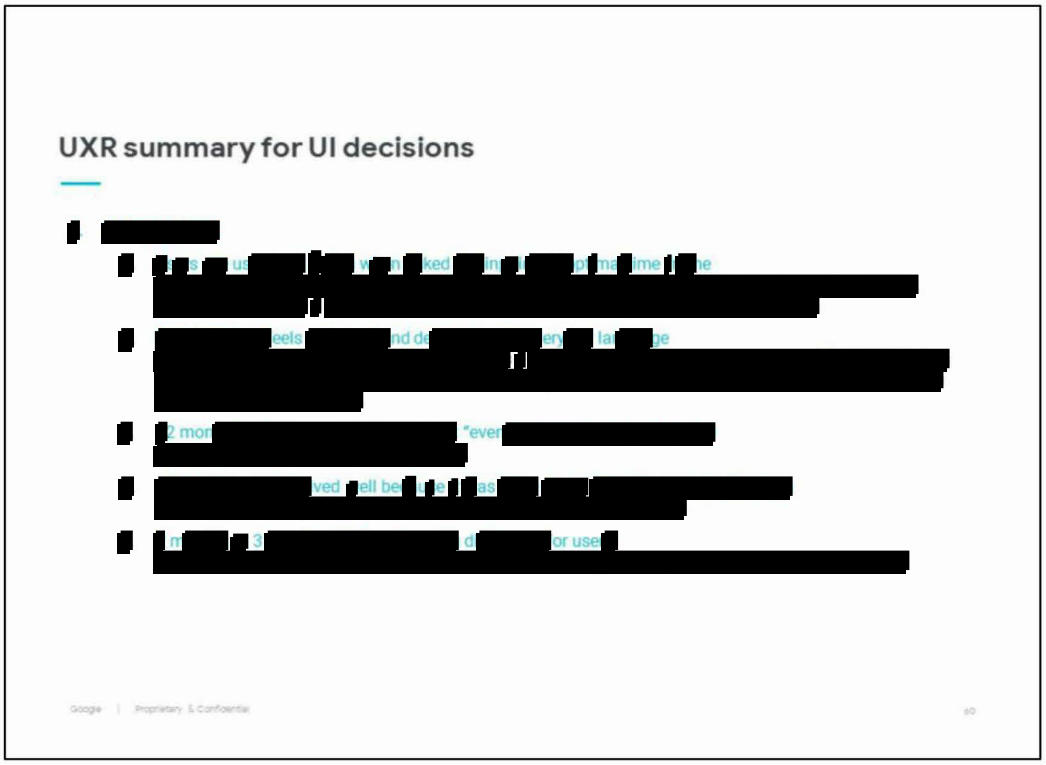
Cooperation - consider the fact that many people grudgingly accept a perceived lack of privacy, because they feel they have no way to fix it. Trust is not high (as we will see), but they cooperate anyway.

Predictability - a system can be predictably mal-intentioned, in which case there is no trust.

Confidence - someone can be confident in something without recognizing any risk. To

be in a situation of 'trust,' there must be some recognized risks.


UXR summary for UI decisions
1.
3.
Google | Proprietary & Confidential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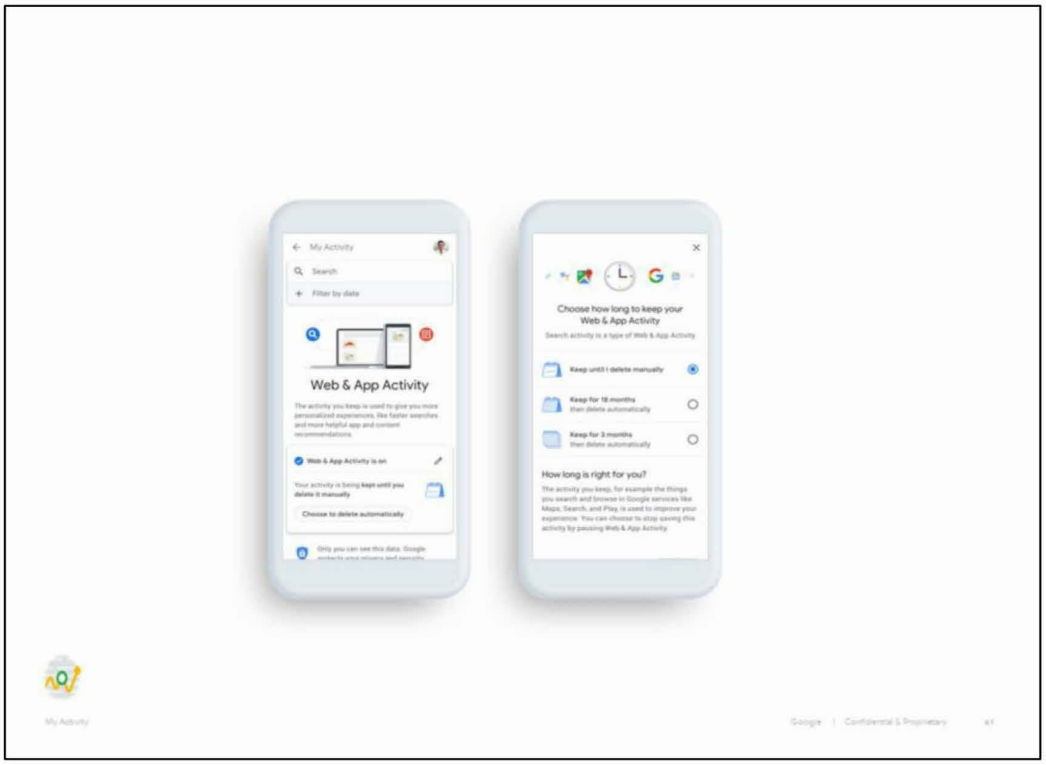
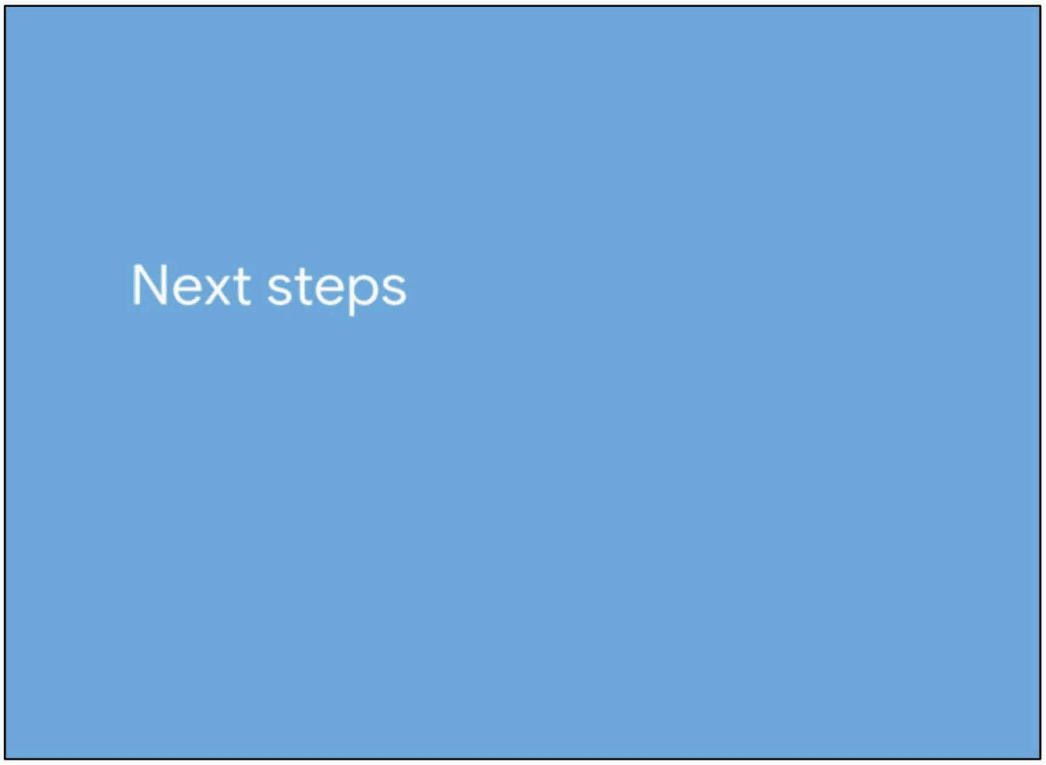

My Activity
Search
Filter by date
Web & App Activity
Choose how long to keep your Web & App Activity
Keep until I delete manually
Keep for 18 months
Keep for 3 months
How long is right for you?



Granular toggle about types of activity

Exactly list of what data is being collected

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Next steps / points to think about

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